

Tobacco Revenue, Use, Spending and Tracking Commission (TRUST)
Bureau of Tobacco and Chronic Disease (BTCD)

Sept. 30, 2010

Arizona Department of Health Services
150 N. 18th Ave Room 345A
Phoenix, AZ 85007

MINUTES

Members Present:

Linda Bailey
Tim Vaske
Nancy Hook
Rep. Cecil Ash

Bill Pfeifer
Tawanda Johnson-Gray
Kathleen Mascarenas

Members Absent:

Dana Russell
Matt Madonna
Rep. Barbara Leff

Babak Nayeri
Ron Spark

ADHS Staff:

Wayne Tormala, ADHS BTCD
Mary Ehlert, ADHS BTCD
Gowri Shetty, ADHS BTCD
Veronica Perez, ADHS BTCD
Sharon Jaycox, ADHS BTCD

Karen Boswell, ADHS BTCD
Courtney Ward, ADHS BTCD
Jeanette Shea, ADHS PHPS
Dave Heath, ADHS BTCD
Benjamin Palmer, ADHS BTCD

Public Attendee:

Lee Connelly – MACTUPP
Nicholle Harris – AG's Office

Eden Rolland – State Senate
Colby Bower – ACS

Call to Order

Chairman Bill Pfeifer called the meeting to order at 10:05 a.m.

Introductions

Mr. Pfeifer asked the TRUST, ADHS staff and public attendees to introduce themselves with their name and affiliation.

Tax Evasion Workgroup

Tim Vaske provided the tax evasion workgroup update. Highlights from this report are listed below:

- Mr. Vaske briefed TRUST commissioners on a previous meeting that was held in regards to the issue of tobacco tax evasion
- Mr. Vaske presented three strategies to address the issue of tobacco tax evasion, which are listed here:
 - Impose a license on all tobacco retailers, similar to a license that is required to sell liquor in the State of Arizona
 - Create stricter enforcement
 - Increase the tax on “other tobacco products” and thoroughly define “other tobacco products.” As of right now, the language that defines “other tobacco products” is too broad and this results in tobacco products being taxed differently
- Mr. Vaske stated that the workgroup has decided to focus on the issue of licensing retailers within the State of Arizona
- Meetings have been held with leadership at the Governor’s office, the Arizona Department of Revenue (ADOR), the Arizona Department of Licensing and Liquor Control(DLLC) and pertinent lobbyist who represent the tobacco industry and local retailers
- New members/representatives have been added to the workgroup (ADOR, DLLC & the AG’s Office) to ensure that all parties effected by the licensing of tobacco products would be involved
- Wayne Tormala stated the Arizona Department of Health Services Office of Environmental Health/Smokefree Arizona received FDA funding for enforcement of the new tobacco regulations

Marketing Update

Mary Ehlert provided the marketing update. Highlights from this report are listed below:

Youth Prevention

- Next Phase of Venomocity: Utilize existing venomocity.com platform to demonstrate addiction throughout the audience’s lives via their digital world. This will be helped by creating a collaborative digital experience that gives the user relevant touch points and provides an easy way to share content.
- The digital approach will rely less on TV and radio and rely heavily on social media. A Tumblr feature will allow teensto talk to Venomocity via an interactive blog. In addition, free standing boards/print advertisements will be utilized in malls and other social gathering areas that will allow teens to opt into the Venomocity social web via texting.

Youth Coalition

Courtney Ward provided the youth coalition update. Highlights from this report are listed below:

- The video from the youth conference, which was held in June at Northern Arizona University, was shown to the TRUST Commissioners

- Courtney reviewed the timeline of youth coalition activities that will be implemented throughout the fiscal year:
 - An online youth application for participating in the coalition will be available via Facebook starting in Oct.
 - Youth leadership recruitment will occur between Oct. and Jan. with the youth leadership board being established in late January
 - Youth and Adult trainings for coalition development will be taking place from Jan. to June
 - The 2011 Youth Conference planning will begin with a conference call on Oct. 20; the conference will be planned for June
 - Youth oriented activities and events will be occurring throughout the fiscal year
 - Outreach events and social media interaction will continue throughout the fiscal year

Youth Leaders will have an active role in deciding the mission of the coalition movement, the brand of the movement and the theme for the 2011 summer conference

Mary Ehlert provided the cessation marketing update. Highlights from this report are listed below:

Cessation Update

- Television and radio advertisements are airing at lower frequency levels now. This will increase in Nov.(after the election) leading up to the Great American Smokeout. In-theater ads will begin airing in Nov. with new outdoor ads/billboards statewide also launching in Nov. “Tweaked” versions of the current television ads will be utilized for a “re- launch” on Dec. 26 prior to New Year’s.
- Earned media efforts continue in Pima and Cochise counties in Sept. and in Yuma County in Oct. There will be a press briefing in Yuma County on Oct. 7.

ASHLine Media Surge Success

- The new ASHLine “call to action” ads were shared with the TRUST Commissioners
- Launched May 11th statewide with a statewide earned media push for World No Tobacco Day. The earned media targeted Mohave County in June and Yavapai County in July. In addition Pima and Cochise Counties are being targeted in Sept., Yuma in Oct. and the focus will be statewide for Great American Smokeout in Nov. through New Year’s Resolution time the beginning of Jan.
- The television commercials included two English and two Spanish that featured ASHLine Director Stephen Michael and ASHLine Outreach Coordinator Connie Diaz as the talent. ADHS and MACTUPP employees were utilized at no cost as extras.
- Skyview Radio interviewed Stephen Michael of ASHLine and developed several radio public service announcements (PSAs) that were used statewide on Skyview. The ASHLine was the call to action in each of the seven PSAs. They will run through the end of the calendar year. In addition, radio ads featuring Arizona “quitters” are also in use on radio statewide through the end of the calendar year.
- Print advertisements were placed in the *Kingman Daily Miner* in June and *Prescott Daily Courier* in July. Additional placements will occur in the *Bisbee Observer*, *Sierra Vista Herald*, and *Tucson Weekly* this fall.
- Wayne Tormala participated in radio, television and print interviews in each County as part of the surge earned media effort. Through Aug. 31, the earned media effort has

gleaned approximately 2.8 million impressions statewide; which has a public relations value of approximately \$96,000.

Surge Campaign Success

- 5,000 calls to ASHLine were received in the first two weeks of the campaign alone. This is nearly a 400% increase in call volume year over year. From the start of the campaign through the end of July, more than 10,000 calls were received at ASHLine and more than 6,000 people enrolled in ASHLine services.

Tobacco Cessation Update

Gowri Shetty provided the tobacco cessation update. Highlights from this report are listed below:
ASHLine Call Volume

- Gowri Shetty introduced Lee Connelly, MACTUPP (Maricopa County) Director, to share some success stories that MACTUPP has had with cessation referrals and outreach
 - Lee updated TRUST Commissioners on what the MACTUPP outreach staff has been doing to promote the ASHLine as well as other initiatives such as smoke-free multi-housing

Stimulus (ARRA/CPPW) Grant Update:

- BTCD was award \$817,000 from the CDC to address the behavioral health system in Arizona
- The overall goal of the grant is to enhance and expand the Arizona Smokers' Helpline (ASHLine) to significantly increase the number of smokers with mental health disparities who quit each year.
- ASHLine and BTCD are targeting two of the four Regional Behavioral Health Authorities (RBHAs) within the state, Magellan and CPSA
- Systems strategies have been presented to both RBHAs and Courtney Ward is working with Magellan to implement a referral system within their clinics while Shannon Vaffis (ASHLine) is working with CPSA.
- Magellan has built the tobacco assessment into the ERM [spell this out first – then abbreviate]
- Every client will be assessed for tobacco status at every provider interaction
- Referrals are built in as well
- Next Steps:
 - Track referrals
 - Develop quality indicators
 - Expand to the rest of the state

AHCCCS NRT and Medication Update

Gowri Shetty and Linda Bailey provided the AHCCCS NRT and Medication update. Highlights from this report are listed below:

- Enrollees and quit rates by quarter
 - April – June, 2009:
 - 2,351 unduplicated recipients
 - 555 ASHLine enrollees
 - 32% quit rate
 - July – Sept., 2009:
 - 5,034 unduplicated recipients
 - 431 ASHLine Enrollees
 - 37% quit rate

- Oct. – Dec., 2009:
 - 5,087 unduplicated recipients
 - 458 ASHLine enrollees
 - 30% quit rate
- Jan. – March, 2010:
 - 6,859 unduplicated recipients
 - 584 ASHLine enrollees
 - 33% quit rate
- Overall seven month, 30 day point prevalence quit rate: 36.9%
- Quit rate for clients using medications and coaching: 50.7%
- Quit rate for clients who never used medications or coaching: 35.2%
- A coaching contact is required to document medication use, so we do not have data on clients who used medication, but not coaching
- NEXT STEPS: Explore outbound calls option for all AHCCCS clients filling a prescription and work with AHCCCS and the health plans to make coaching mandatory – at least two sessions and consent for call back

Medicaid Coverage for Cessations Services:

- Linda Bailey reviewed current state medication coverage for cessation services as well as implications of health care reform on Medicaid Coverage
 - 2010 Patient Protection and Affordable Care Act (PPACA) will:
 - Require Medicaid programs to cover comprehensive cessation treatments for pregnant women as of Oct.1. Implication: AHCCCS will have to add on counseling coverage at least for pregnant women.
 - Prohibit tobacco cessation meds from being on Medicaid programs' lists of excludable medications. Implication: None - AHCCCS already covers all meds.
 - Give states that cover ALL preventive services with an “A” or “B” rating (USPSTF) with no cost-sharing an increase in their federal Medicaid matching rate of 1 percentage point for those services starting in 2014. Implication: Possibly, need to consider vagueness of USPSTF language and cost/payment impact on AHCCCS.
 - Challenges at the National Level
 - 1. We need to make sure the covered treatment is effective treatment: USPSTF, which is referenced in PPACA, recommends “tobacco cessation” as an “A” level service, but does not specify the components of “effective treatment”. PHS guideline provides details on effective treatment (FDA approved meds and counseling by quitlines or clinicians)
 - 2. We need to avoid barriers that limit access to treatment and quit rates: Known access barriers are co-pays, prior authorization, annual limits on # quit attempts and duration of treatment, dollar limits, stepwise medication, requiring counseling with medications
 - Consider - treatment adherence and quit rates may be enhanced by requiring counseling with medications
 - 3. Smokers should have treatment options in terms of medications and counseling: Currently, Medicaid will reimburse face-to-face counseling by “qualified providers”, excludes quitlines and counselors. Medicaid needs to expand the Provider B list of qualified providers. Other barriers within Medicaid are: requiring a prescription for OTC and coding inconsistencies

- 4. Self-insured health plans (multi-state employers) will be looking for a turn-key solution. Don't let this water down quality
- Options for State Action
 - Expand AHCCCS comprehensive cessation coverage to all Medicaid members instead of "pregnant women". Also reference PHS guideline recommendations instead of just USPSTF "A" & "B"
 - Eliminate known barriers such as co-pays, prior authorization, annual limits on # quit attempts and duration of treatment, requiring prescription for OTC, dollar limits, stepwise medication
 - Look carefully at pros/cons of requiring counseling to get medications (is it a barrier or does it help with success?)
 - Assess costs of treatment compared to increase in Medicaid match
 - Consider expansion to include all AZ HC payers (like NM)

Minutes from the last TRUST meeting held on March 18, 2010 were motioned to be approved by Ms. Linda Bailey, seconded by Mr. Tim Vaske, Chairman Bill Pfeifer approved the minutes.

Financial Report

Karen Boswell provided the BTCD financial update. Highlights from this report are listed below:

- Ms. Boswell reviewed the BTCD Revenue – Prop 200 Trendline(based on fiscal month) to the TRUST Commissioners
- Ms. Boswell explained to new TRUST Commissioners how both tobacco tax funds and chronic disease funds are utilized within the BTCD budget

Chronic Disease Planning Update

Veronica Perez provided the chronic disease planning update. Highlights from this report are listed below:

- Ms. Perez updated TRUST Commissioners on the process of chronic disease program integration and prioritization
 - This presentation included updates on program prioritization process, stakeholder engagement, the Arizona Chronic Disease Plan, coalition development, as well as, future direction for chronic disease programs and prop 303 funds.
- Ms. Perez updated TRUST Commissioners on specific programs which included Cardiovascular Disease, Cancer, Diabetes, Lung Disease and Healthy Programs.

Attorney's Office Report on Surveillance and Enforcement

Nicholle Harris provided the AG's update: Highlights from this report are listed below:

- The Youth Tobacco Counter Strike Program of the Arizona Attorney General's Office was founded in 2001 and is funded by BTCD and is maintained by the Attorney General's Office
- The goals of the program are to reduce youth access to tobacco products, monitor the rate in which tobacco retailers comply with Arizona youth tobacco laws and to facilitate the enforcement of youth tobacco laws
- The AG's office achieves these goals by performing tobacco retailer compliance inspections throughout Arizona, contracting and/or partnering with local law enforcement

agencies to conduct inspection in their own communities and recruits, trains and coordinates youth volunteers to assist in enforcement efforts

- Keys to success for the program include: dependent youth volunteers who are recruited through local projects and high schools.
- Tobacco retailer compliance inspections are conducted in every county in Arizona, are generally unannounced and data is produced on compliance and shared with ADHS and local law enforcement
- Local law enforcement agencies receive funding to conduct inspections in their own communities. Agencies conduct inspections and share all inspection data with AGO, which is later forwarded to BTCD.
- 2010 contracts (for fiscal year 2011) include the Phoenix and Tucson Police Department
- AG's office is actively seeking new law enforcement relationships
- Ms. Harris reviewed the compliance inspection protocol, how violations are issued, what roadblocks are encountered for compliance inspections and the progress of the program's history

Public Commentary

There were no public comments.

Closing Remarks

- Wayne Tormala updated TRUST Commissioners on his recent attendance to the Western States Conference. Mr. Tormala presented TRUST Commissioners with a list of policy priorities that Arizona will be focusing on for the fiscal year.
- Mr. Tormala suggested Smokefree Arizona be on the agenda for the next TRUST meeting to discuss the new FDA regulations and the recently awarded FDA grant
- The next TRUST meeting will occur sometime in January.

Adjourn

The meeting was adjourned at 1:50 p.m.

The TRUST Commission is a public meeting. In compliance with the State of Arizona's open meetings laws, the recorded minutes for the Sept. 2010 TRUST Commission meeting are available to the public three working days after the meeting. Please contact the TRUST Coordinator at the Bureau of Tobacco and Chronic Disease, 602-542-2075, to make arrangements to obtain the minutes.